

CUSTOMER NO.: 24498  
Serial No.: **10/018,070**  
Final Office Action dated: October 8, 2008

PATENT  
RCA 89,470

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicants:** Wanda Green Thompson, et al.  
**Serial Number:** 10/018,070  
**Atty. Dkt:** RCA 89,470  
**Filing Date:** October 25, 2001  
**For:** ADVERTISEMENT SELECTION BASED ON USER  
ACTION IN AN ELECTRONIC PROGRAM GUIDE  
**Art Unit:** 2426  
**Examiner:** Fred H. Peng

**AMENDMENT AND RESPONSE ACCOMPANYING RCE**

**Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450**

**Sir:**

In response to the final Office Action dated October 8, 2008, for which a response is due January 8, 2009, and accompanying Applicants' Request for Continued Examination (RCE), please enter the following amendments and remarks/arguments in the above-identified application.

**Listing and Amendment of the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.